

ALLAN B. JACOBS

SAN FRANCISCO 1968

# BERNAL HEIGHTS NEIGHBORHOOD IMPROVEMENT PROGRAM

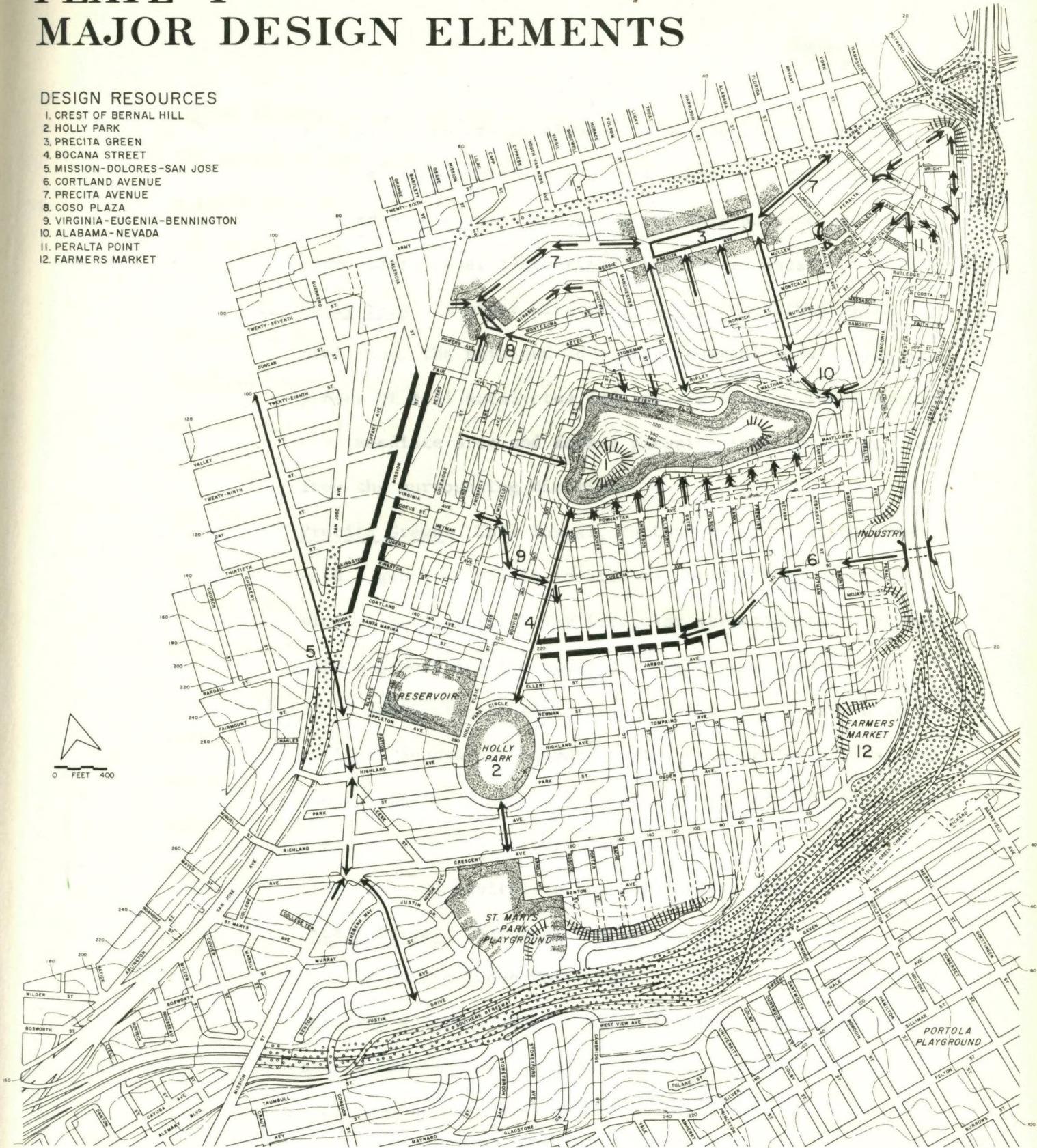
A BEGINNING...

A REPORT BY THE DEPARTMENT OF CITY PLANNING

# PLATE I MAJOR DESIGN ELEMENTS

## DESIGN RESOURCES

1. CREST OF BERNAL HILL
2. HOLLY PARK
3. PRECITA GREEN
4. BOCANA STREET
5. MISSION-DOLORES-SAN JOSE
6. CORTLAND AVENUE
7. PRECITA AVENUE
8. COSO PLAZA
9. VIRGINIA-EUGENIA-BENNINGTON
10. ALABAMA-NEVADA
11. PERALTA POINT
12. FARMERS MARKET



OPEN SPACE

COMMERCIAL AREA

VIEW

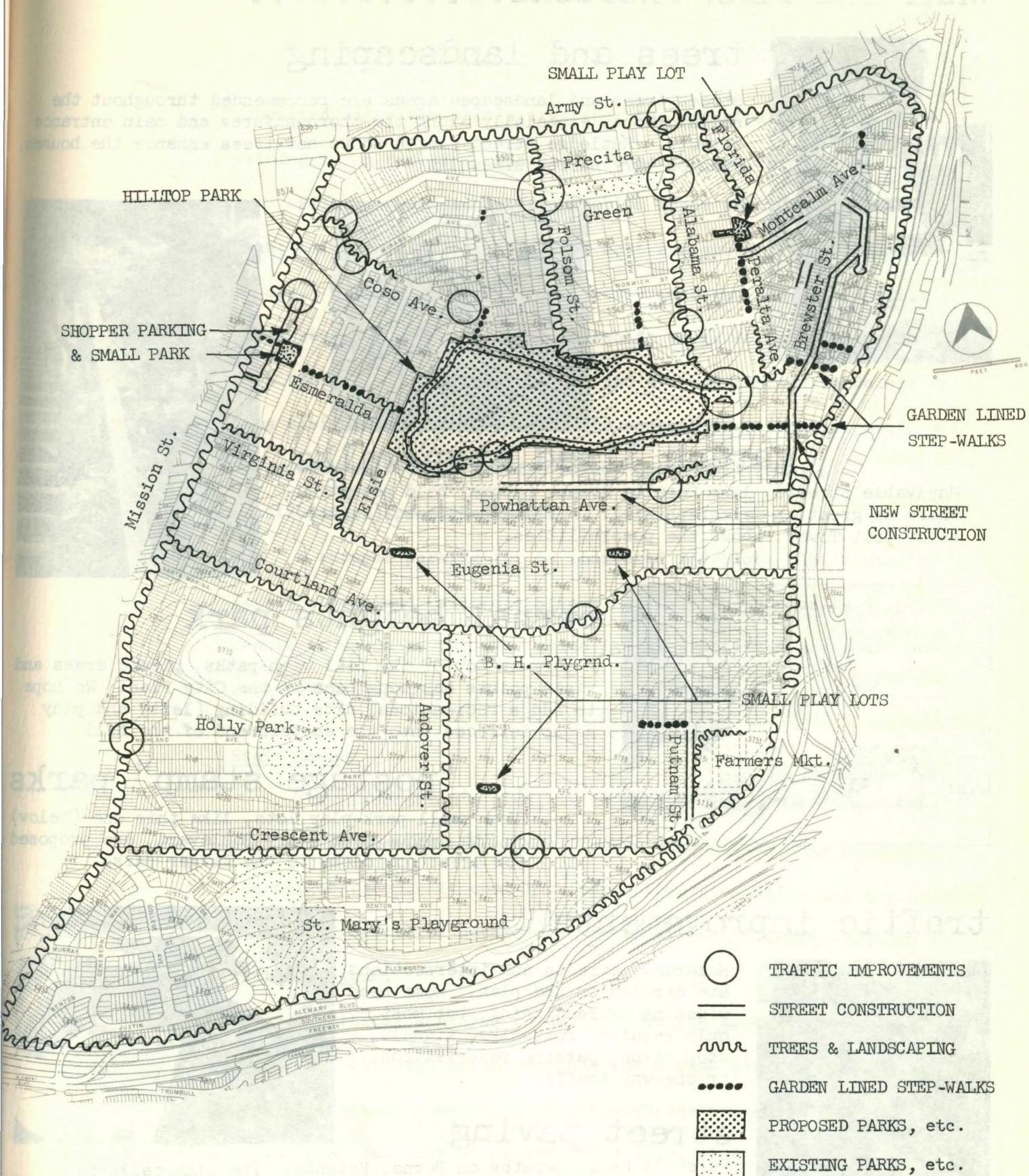
TOPOGRAPHIC FORM

TUNNEL

TRAFFIC

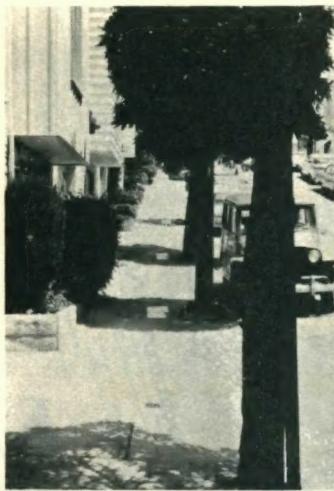
PHYSICAL ELEMENTS THAT GIVE DEFINITION AND IDENTITY TO BERNAL HEIGHTS

BERNAL HEIGHTS NEIGHBORHOOD IMPROVEMENT PROGRAM  
SAN FRANCISCO DEPARTMENT OF CITY PLANNING



# NEIGHBORHOOD PLAN BERNAL HEIGHTS ASSOCIATION

# WHAT THE PLAN PROPOSES.....



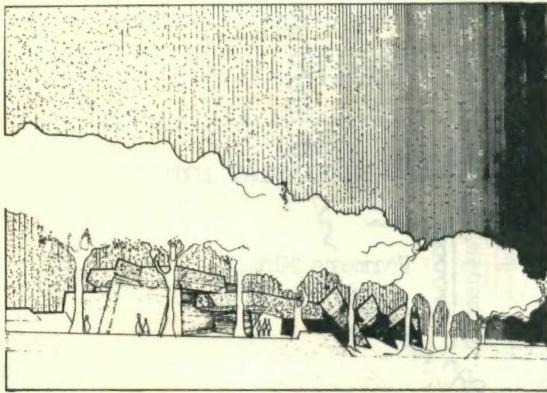
## trees and landscaping

Street trees and landscaped areas are recommended throughout the neighborhood, especially along the thoroughfares and main entrance streets. Rutledge Street (left) shows how trees enhance the houses, even on very narrow sidewalks.



## garden lined step-walks

Unpavable streets, like Peralta Avenue (above) hold potential charm as great as Telegraph Hill. Filbert Street, (right) below Coit Tower, shows the possibilities.



## bernal heights park

A park on top of the hill with paths, picnic areas and vista points has long been in the City Plan. We hope to add a recreational arts building (left) and play areas terraced into the eastern end of the hill.

## "postage stamp" parks

Five small park-play lots, like this one (below) on 7th Avenue near Geary Boulevard, are proposed for areas not close to the larger parks.

## traffic improvements



Hazardous streets and intersections are circled on the plan. Some need widening or realigning, but most only require crosswalks, signals, stop signs, parking restrictions, or one-way traffic.



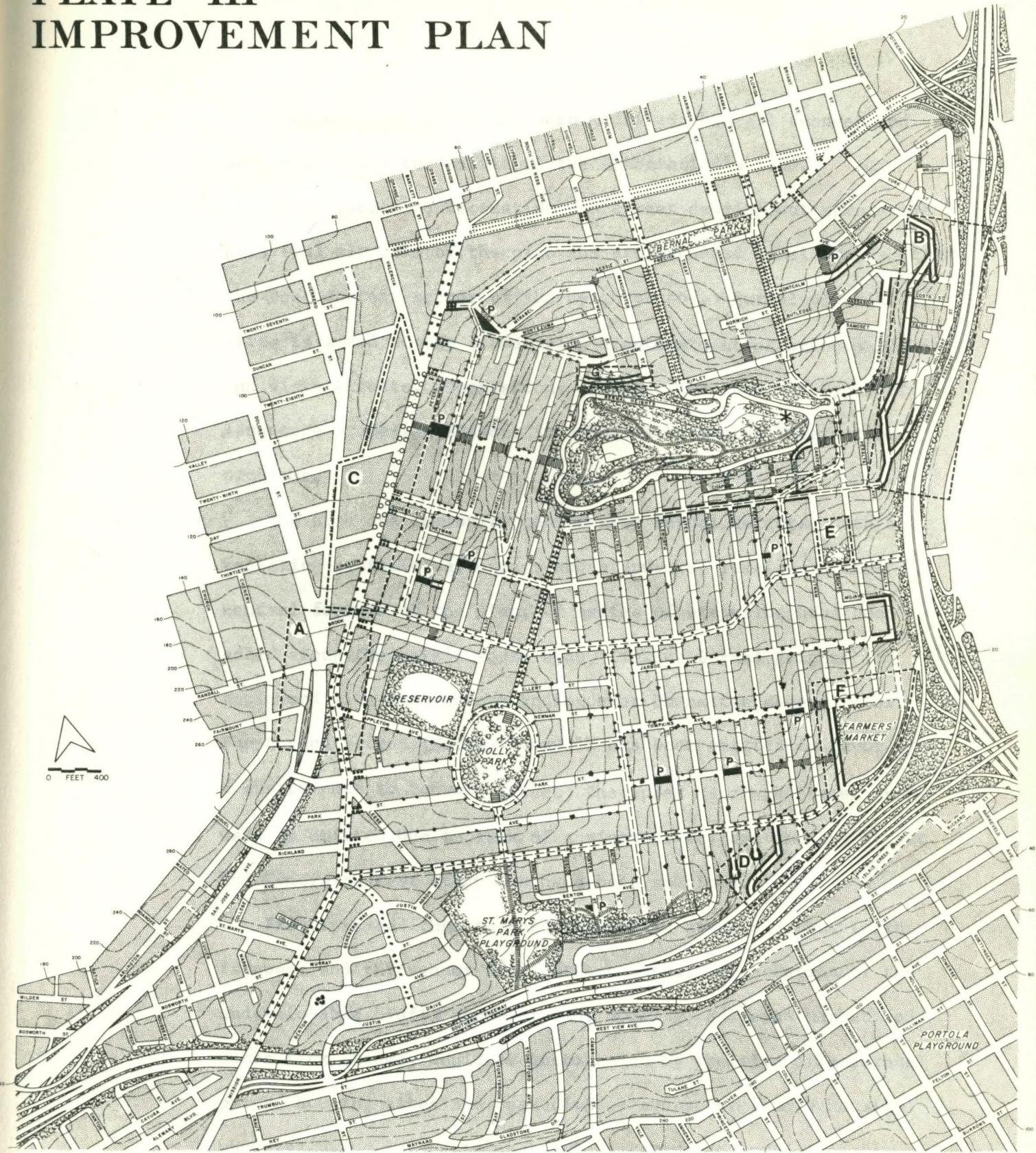
## street paving

We still have cowpaths on Bernal Heights! The plan calls for paving six streets, including Elsie Street (left) where construction began, but is temporarily halted.

## have other ideas?.....

Use the suggestion sheet at the fair, voice them at BHA meetings, or write to our president, Cecilia Herman, at 19A Mirabel Avenue.

# PLATE III IMPROVEMENT PLAN



PLANTS, SHRUBS, AND TREES

STREET TREES

LANDSCAPING AND STREET FURNITURE

VOLUNTEER TREE PLANTING

STREET IMPROVEMENT

UNDERGROUND UTILITIES

PATHS

[A] AREA DESIGNATED FOR FUTURE STUDY

STAIRS AND STEPWALKS

Pocket PARK

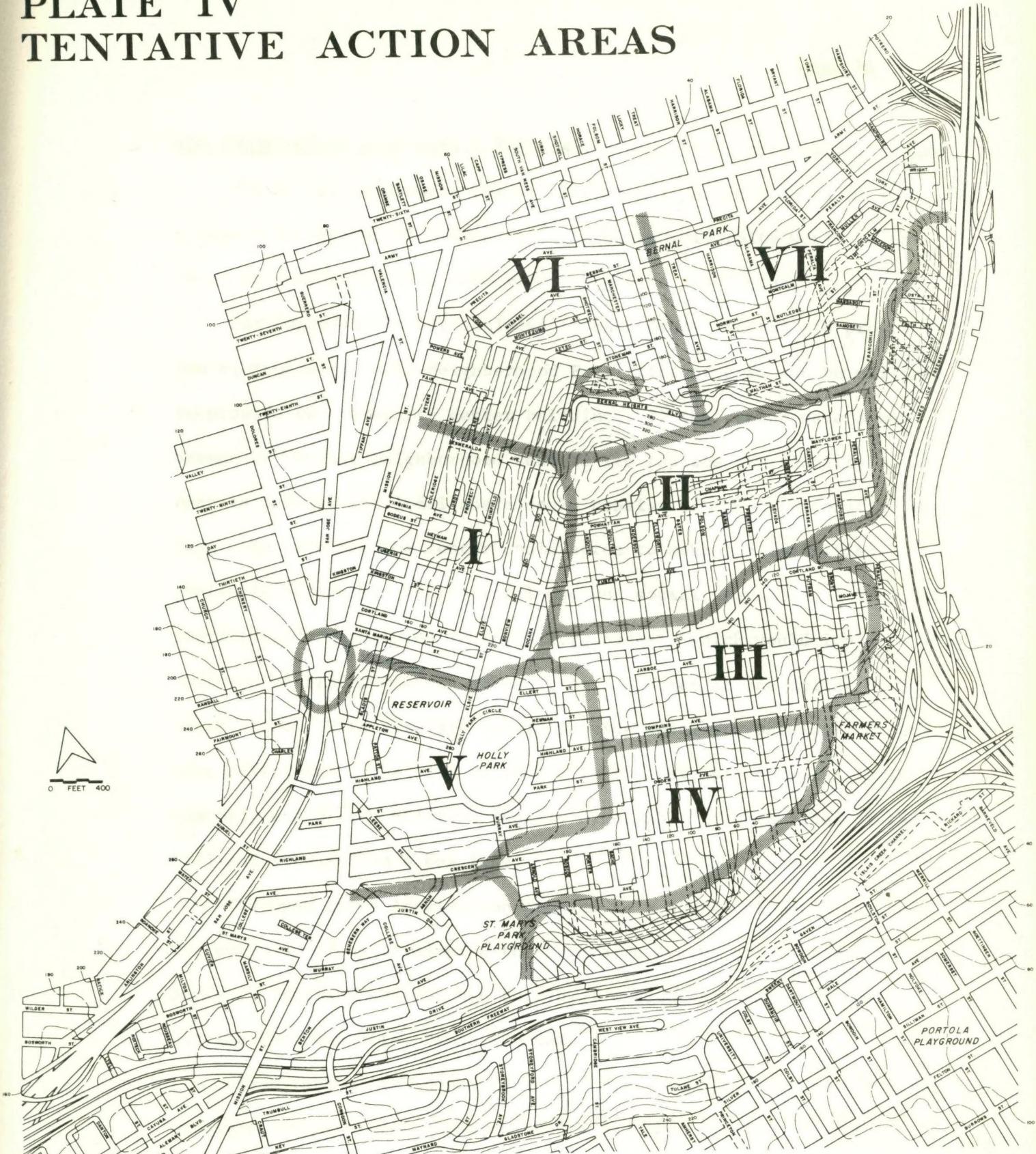
COMMUNITY CENTER

GENERAL LANDSCAPING

BERNAL HEIGHTS NEIGHBORHOOD IMPROVEMENT PROGRAM  
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# PLATE IV

## TENTATIVE ACTION AREAS



I-VII ACTION AREAS

SPECIAL STUDY AREA

BERNAL HEIGHTS NEIGHBORHOOD IMPROVEMENT PROGRAM  
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Preliminary Report No. 2

# EXISTING PLANS and POLICIES

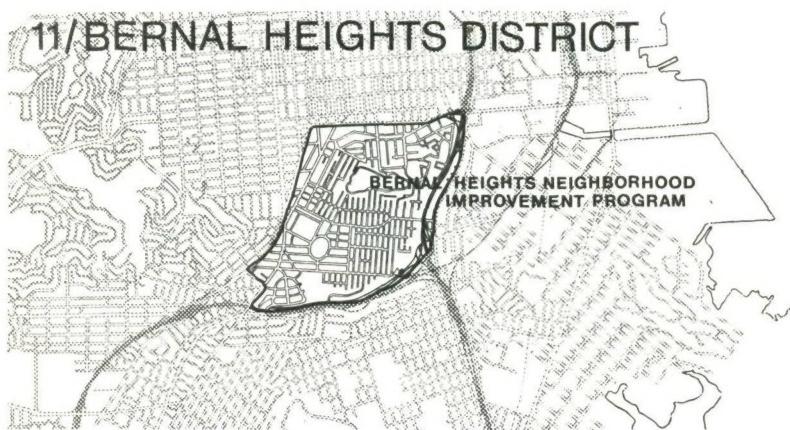
San Francisco Department of City Planning  
July 1969

THE PREPARATION OF THIS MAP WAS FINANCED  
IN PART THROUGH AN URBAN PLANNING GRANT  
FROM THE DEPARTMENT OF HOUSING AND URBAN  
DEVELOPMENT, UNDER THE PROVISIONS OF SEC 701  
OF THE HOUSING ACT OF 1954, AS AMENDED

- C. Redevelopment planning co-ordinated with design elements of South Bayshore Plan.

#### DISTRICT SUMMARY/COMMENT

- A. The major thrust of the district's plan is the separation of the existing undifferentiated industrial and residential areas as a means to improve the environment for both.
- B. Both Redevelopment Plans for the district are consistent with this objective.
- C. The Master site plan for Hunters Point implies a suburban environmental character rather than the very urban character of most of the city.
- D. The Department's forthcoming plan places major emphasis on the development of the shoreline for recreation and housing uses.



#### IX. BERNAL HEIGHTS DISTRICT

##### BERNAL HEIGHTS NEIGHBORHOOD IMPROVEMENT PROGRAM

A district plan by the Department of City Planning, based upon a plan by the Bernal Heights Neighborhood Association and at their request

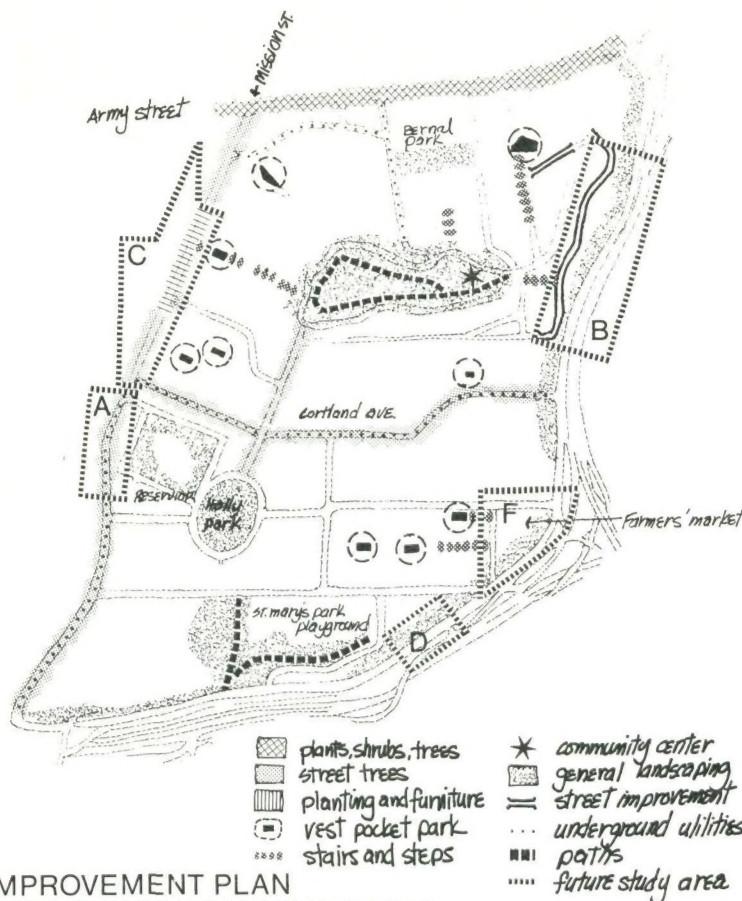
**STATUS:** Under consideration by the Board of Supervisors Committee on Planning and Development, partial implementation under way through Bernal Heights F.A.C.E. Program

##### DESCRIPTION:

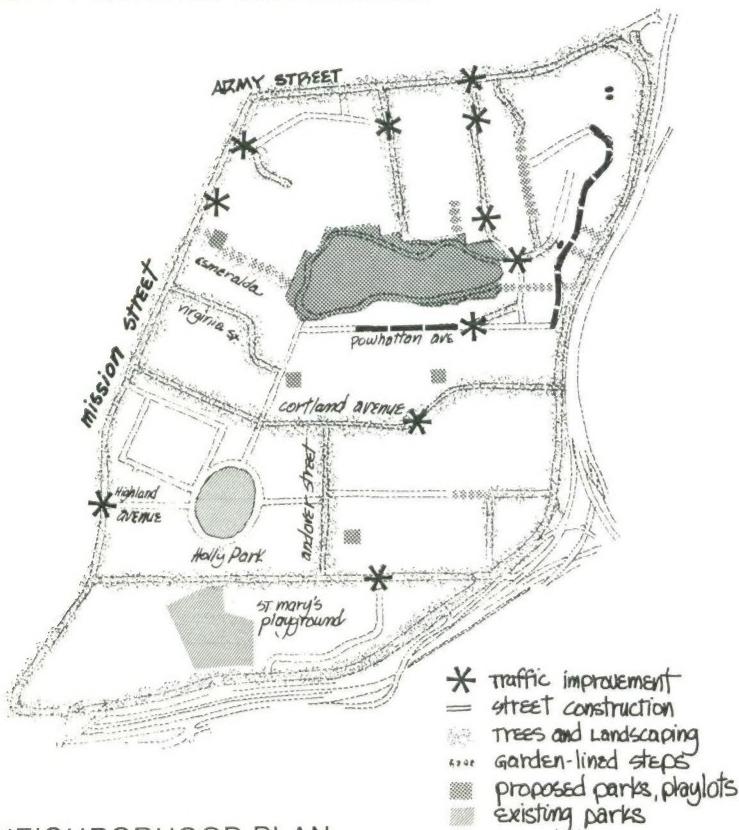
###### A. Urban design related policies:

1. Land use and street pattern generally suited to topography, location, and surrounding development: this should be maintained
2. Public improvements should: serve particular needs, be most visible, be strong identifying features and symbols of rejuvenation, and demonstrate concern of city for area
3. Visual image should be strengthened by giving hilltop greater skyline importance, enhancing the neighborhood perimeter, its entry points on thoroughfares, and bluffs and greenbelts on freeways

4. Southeastern slope deficient in visual amenities, therefore special innovations in city beautification should be employed to compensate for the area's deficiencies
- B. Beautification, recreation, and street development are principal elements of plan:
  1. Park and community center at crest of hill with greenways, street landscaping and step-walks radiating into neighborhood
  2. Special areas designated for future detailed study:
    - a. area A: a dramatic gateway to city (will be examined in urban design study) at San Jose and Randall
    - b. area B and D: new street alignment proposed to create family housing sites plus landscaping on undeveloped bluffs
    - c. area C: Mission convenience shopping should have special identity and use of lighting and landscaping
    - d. area E: abandoned greenhouse area could accommodate housing and small park or elementary school
    - e. area F: paving of Putnam Street and general upgrading of Farmers' Market to improve the city-wide facility
    - f. area G: new street following contours and possibly a vest-pocket renewal project
  3. Bocana Street is axis between two most prominent features, Bernal Heights Peak and Holly Park
  4. A similar minor link should be developed on Murray Street between Holly Park and St. Mary's Playground
  5. To enhance entrance to neighborhood and separate residential environment from major streets, masses of trees are recommended where side streets open onto Mission and Army Streets
  6. To reinforce residential character and desirability, Precita Avenue and Coleridge Street are recommended for tree planting and utility undergrounding
  7. Folsom and Alabama Streets are wide and should be planted with double rows of low trees combined with perpendicular parking
  8. Forestation should be undertaken of undevelopable bluffs above Alemany Housing, Farmers' Market, James Lick Freeway
  9. Perimeter of Bernal Heights Boulevard should be planted with large growing trees
  10. Precita Green should be refurbished



IMPROVEMENT PLAN  
CITY PLANNING DEPARTMENT

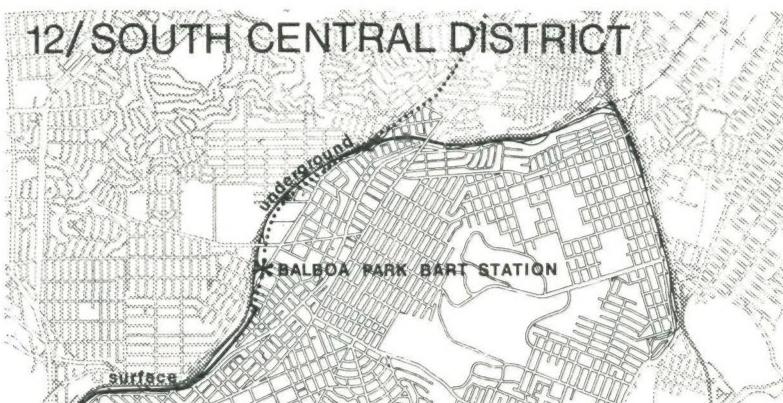


NEIGHBORHOOD PLAN  
BERNAL HEIGHTS ASSOCIATION

11. From Cortland Avenue, trees should form a continuous greenway link to Alabama Street via Nevada Street and lower Bernal Heights Boulevard

**COMMENT:**

- A. Design conclusions were developed through analysis of major design elements.
- B. Plan evolved from citizen concern for neighborhood.
- C. Implication of design proposals center about enhancement of existing form and character of the district.



**X. SOUTH CENTRAL DISTRICT**

**BALBOA PARK B.A.R.T. STATION**

**STATUS:** Station under construction

**DESCRIPTION:**

- A. B.A.R.T. is underground in immediate vicinity, south of Mt. Vernon Avenue it becomes an elevated structure
- B. Station structure and entrance on north side and entrance on south side of Geneva Avenue are only visible evidence of B.A.R.T.
- C. Station design is small scale but unrelated to surrounding area of freeways and Municipal Railway repair and storage yards
- D. Pedestrian access via Geneva Avenue
- E. Auto access via San Jose and Geneva Avenues
- F. South entrance vehicular oriented, north entrance pedestrian oriented

**COMMENT:**

- A. Present zoning and land use unrelated to transit station precludes development that the station is likely to generate.
- B. Lack of provision for parking is a potential problem--adjacent streets could be congested by all-day parking.